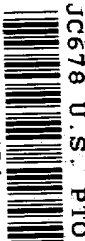


12/13/01



UTILITY PATENT APPLICATION TRANSMITTAL

(New Nonprovisional Applications Under 37 CFR § 1.53(b))

Attorney Docket No.

50046

TO THE ASSISTANT COMMISSIONER FOR PATENTS:

Transmitted herewith is the patent application of () application identifier or (X) first named inventor, Richard L. Galloway, entitled Improved Methods for Enhancing Broadcast Media Advertising, for a(n):

() Original Patent Application.

(X) Continuing Application (prior application not abandoned):

() Continuation () Divisional (X) Continuation-in-part (CIP)

of prior application No: 09/947,730 Filed on: 9/6/2001.

() A statement claiming priority under 35 USC § 120 has been added to the specification.

Enclosed are:

(X) Specification; 20 Total Pages.

(X) Drawing(s); 25 Total Sheets.

(X) Oath or Declaration:

(X) A Newly Executed Combined Declaration and Power of Attorney:

(X) Signed. () Unsigned. () Partially Signed.

() A Copy from a Prior Application for Continuation/Divisional (37 CFR § 1.63(d)).

() Incorporation by Reference. The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied, is considered as being part of the disclosure of the accompanying application and is hereby incorporated herein by reference.

() Signed Statement Deleting Inventor(s) Named in the Prior Application. (37 CFR § 163(d)(2)).

() Power of Attorney.

(X) Return Receipt Postcard.

() Associate Power of Attorney.

(X) A Check in the amount of \$ 484.00 for the Filing Fee.

() Preliminary Amendment.

() Information Disclosure Statement and Form PTO-1449.

() A Duplicate Copy of this Form for Processing Fee Against Deposit Account.

() A Certified Copy of Priority Documents (if foreign priority is claimed).

(X) Applicant claims small entity status.

() Other: _____

CLAIMS AS FILED

FOR	NO. FILED	NO. EXTRA	RATE	FEE
Total Claims	28	8	\$9.00	\$ 72.00
Independent Claims	4	1	\$42.00	\$ 42.00
Multiple Dependent Claims (if applicable)				\$0.00
Assignment Recording Fee				\$0.00
Basic Filing Fee				\$370.00
Total Filing Fee				\$ 484.00

Charge any underage to Deposit Account 50-1753 (0196SS-50046) pursuant to 37 CFR § 1.25. At any time during the pendency of this application, please charge any fees required or credit any overpayment to this Deposit Account.

Respectfully submitted,

By: Sue Z. Shaper

Sue Z. Shaper, Attorney of Record, Reg. No.31663

Date: 12/13/01

Correspondence Address:

2925 Briar Park Drive, suite 930
Houston, Texas 77042
Phone: 713 550 5710
Fax: 713 550 5709

I hereby certify that this is being deposited with the U.S. Postal Service "Express Mail Post Office to Addressee" service under 37 CFR § 1.10 on the date indicated below and is addressed to:

Assistant Commissioner for Patents
Box Patent Application
Washington, D.C. 20231

By: Valerie E. Savoy

Typed Name: Valerie E. Savoy

Express Mail Label No.: EK377573785US

Date of Deposit: 12-13-01

J1046 U.S. PTO
10/020759
12/13/01